

# Greg Rockhold, Ph.D.

[www.linkedin.com/pub/greg-Rockhold-ph-d/21/792/498/](http://www.linkedin.com/pub/greg-Rockhold-ph-d/21/792/498/)

US Passport valid till Jan. 2026

## **CAREER SUMMARY**

As a leader, I focus on enhancing student performance through targeted professional development for all staff. In addition, I am a skilled problem solver and a highly organized team builder who uses student data to make informed decisions.

## **EDUCATION**

Degree: Bachelor of Science  
Minors: Business Administration & Marketing  
Eastern New Mexico University, Portales, NM

## **PROFESSIONAL PREPARATION**

Degree: Master of Education - General Education  
Eastern New Mexico University

## **POST MASTERS EDUCATION**

Degree: Ph.D. – emphasis on Educational Leadership  
Trinity Southwest University, Albuquerque, NM

National Superintendents Academy, Chicago (18).

Trainer – Olweus Bullying Prevention Program

Certified Athletic Administrator, (20).

**LICENSURE**      New Mexico Administrative K-12 (3A & 3B)      Tennessee Beginning Admin.  
Colorado Professional Administrator & Principal      Texas Superintendent & Principal

## **PROFESSIONAL LEADERSHIP EXPERIENCE**

**Director of Programs & Interim Principal at 21 sites.** Hobbs Municipal Schools and Regional Education Cooperative VII (REC-7) Hobbs, NM. I support five districts with grants and professional development and work with NM PED on RFPs. (Jul 21 - ).

I serve as the Hobbs Schools McKinney-Vento Homeless Liaison (22).

I organize, oversee, and manage our district's mentorship program assignments. (22).

He completed an RFP to provide PD to Math/Science Teachers statewide (21 - 23).

Prepared a grant for 300 teachers to earn a MAT (21).

Consult with NM PED on marketing programs for prospective teachers (21).

Applied and received 9 Education Fellows awards from our PED (21).

**Assistant Principal/Athletic Director**, Heizer Middle School, Hobbs, NM (Jul 14 – Jul 21).

He initiated a level of classroom structure that increased instructional time and reduced discipline issues by over 72%.

Wrote, submitted, and received approval from the PED for our team to attend Culturally and Linguistically Responsive Instruction (CLRI) Professional Development.

With increased targeted data usage, Heizer climbed from an "F" to a "D" rating.

WestEd Backward Planning & VITAL Training, and *Get Better Faster* Training 17, 18, & 19).

Instituted Ruvna allows schools to locate and account for students in real-time.

He instituted Discovery Education for 18/19, 19/20, and 20/21 SY to increase STEM content.

**Principal**, Tse' Bit' Ai Middle School, PO Box 1703, Shiprock, NM 87420. Improve student outcomes By intensive professional development using student data. Phil Kasper, Aug 12 – Jun 13.

Trained staff: Driven by Data, Step-up to Writing, Common Formative Assessments, Deep Curriculum Alignment and Curriculum Mapping to properly implement Common Core.

We increased auditory sound in all classrooms by installing Lightspeed sound systems.

The pilot site for the New Mexico Teacher and School Leader Evaluation System.

I worked with the district HR Director to implement Applitrack (aspexsolutions.com).

Selected by the New Mexico Public Education Division to serve on a Guiding Coalition to craft professional development for the rollout of Common Core State Standards.

**Principal**, Davis-Ramoth Memorial School, PO Box 119, Selawik, AK 99770  
Restore the educational climate of Pre-K – 12 schools in the Arctic bush. Aug 11– July 12.

**Superintendent** and **Transportation Director**, Hayden SD Re-1, 495 West Jefferson Ave., PO Box 70, Hayden, CO 81639. Direct all educational, budgetary, and human resources aspects for a rural K-12 school district of 450 students in northwest Colorado. July 08 – Jun 10.

### **Hayden SD Accomplishments**

We have completed the construction of a new Vocational Education Building.

Replaced entire fire alarm system at elementary – requested and received 10K from Steamboat Springs Fund Board and 20.5K from the state's BEST school funds. All fire alarm systems are now up to the 2009 standards from 1999.

I added the Acuity progress monitoring system in grades 3 – 10.

Implemented Study Island at the Elem. to identify and strengthen student academic weaknesses.

Applitrack's online application system increased the number of applicants by over 800%.

Aesop's online subsystem helped secure subs (automatically).

We have added an online curriculum mapping system with RubiconAtlas.

I added AP classes (3) to high school for the first time, sending staff to the national AP Conference.

I added the Science curriculum to elementary (1<sup>st</sup> – 5<sup>th</sup>), which now completes a curriculum revision.

Received a Science grant (Dec 09) to fund resources required to meet Colorado State Standards.

I added AEDs (Cardiac Science defibrillators) to elementary and middle schools through a grant.

I received a 33K grant from the Colorado Department of Public Safety for a school mapping project.

I required the leadership team to complete NIMS (National Incident Management System) Multi-Hazard Emergency Planning for Schools #362 and Introduction to the Incident Command System for Schools #100. I met both of these, plus NIMS ICS #402 Executive Leadership Training.

Made a change in food service - we are on track to make a profit for the first time in six years (the district had supplemented food service at 125K for five years; we have an increase of 37% of additional students now eating in the cafeteria. In addition, the audit Report (Dec 09) praised district food service operations for 'getting a handle" on cost, labor, and inventory. It stated that food service had made a 180-degree turn toward profitability.

I served on the Colorado Rural Caucus committee.

I was elected to the Hayden Home Rule committee, and committee members elected me president; the local community passed Home Rule.

The Town Board appointed me to the Hayden Economic Development Committee.

Received funding (Steamboat Educational Fund Board) to add an Assistant Technology Specialist.

I took responsibility for Title Funds and wrote the Consolidated Federal Application on 12/09.

I sent the high school principal to the NASSP National Conference; he had never attended.

Brought a sense of professionalism to all areas via the acronym PRIDE – People Rejecting Indifference, Demanding Excellence.

Revised all cleaning supplies from over 15 suppliers to one leading supplier and trained custodial staff in safety and proper usage. I had devices installed for correctly measuring cleaning products, and since installation, we have saved over \$2500.

Implemented cost containment measures that have reduced workers' compensation payouts via safety training for all staff. Cost Containment will save the district close to 5K per year.

All cafeteria staff received training in safety within the kitchen environment through ServSafe.

They replaced the domestic water heater in the elementary school with five tankless heaters; they will pay for themselves within 14 months due to gas savings. Replaced three electric and one gas water heater with one tankless to service our welding shop, auto shop, auto body shop, and bus barn.

Reworked bus drop-off and pick-up to maximize fiscal efficiency; we dropped over 50% of the stops (from 38 to 18) and took a bus out of service. Total annual savings is 24K.

Wrote an Exit Survey to be administered to staff who left the district to gain a better understanding of workplace attitudes and where corrective action might be required.

Wrote the Readiness and Emergency Management for Schools (REMS) grant for \$150,000 to create, strengthen, and improve emergency management plans to include our ability to respond appropriately.

Implementing iObservation (from Dr. Doug Reeves) for classroom walk-throughs, teacher observations, administrator growth, and professional development.

Reconfigured Purchase Order (PO) system whereby nothing is ordered without a signed PO and I reconfigured the hiring process to bring the Superintendent back into the loop and have final approval, and I converted all District business credit cards to travel rewards.

He attended all Western Slope Superintendent meetings in Grand Junction, CO.

**Principal**, E. W. Grove High School, 215 Grove Blvd., Paris, TN 38242. It is one of the nation's first standalone ninth-grade schools serving four hundred students. Restore structure and pride. 06 – 08.

**Principal**, San Felipe School, P. O. Box 4343, San Felipe Pueblo, NM 87001 (Department of the Interior, BIA). Strengthen curriculum and provide staff with 74 professional development opportunities (6 Traits, Curriculum Mapping, Cultural Relevancy, and Team Building). In addition, I manage the construction of a new middle school. Sept 05 – June 06.

**Assistant Principal**, Hayes Middle School, 1100 Texas NE, Albuquerque, NM 87110. Led the Student Services Center (Special Ed., Attendance, Counseling, Nursing, master scheduling, discipline, and SRO). Implemented data collection. Pilot school for SchoolMax SIS program. July 02 – Sept 05.

**Principal**, Laguna-Acoma Middle/Senior High School, P. O. Box 760, New Laguna, NM 87038. Implemented curriculum changes to increase achievement in a bilingual/multicultural arena. Added twelve AP classes, WeatherNet, and a Cisco Academy. Maintained all title budgets. Oversaw construction of a new school. Led school out of two years' probationary status to a meets standards level in one year. Aug. 00-Jun 02.

### **Academic Success at Laguna-Acoma**

Staff training using Harry Wong's First Days of School provides a structure within classrooms. The structure has decreased discipline by more than 75% (in the last year's week of school, I dealt with more than 30 discipline issues - this year – one).

Structure and discipline are now in place, and we have increased attendance (I market an open-door policy that has improved communication with parents).

Structure-decreased discipline problems increased parental involvement, and increased student attendance has provided a framework for increased academic achievement; hence, our receiving a "Meets Standards" for middle and senior high school (After the MS is on probation).

I am using SQS strategies (continuous improvement model) to target areas for improvement.

Academic expectations for both staff and students via the inclusion of ten AP courses.

We have been selected - via application - from SDE for assistance in targeting our AP classes with a literacy element that addresses our EPSS (vertical alignment within our English Dept.).

We have maintained 27% of our HS student body in our Marine Corps JROTC.

I have used Perkins Funds to add a Cisco networking program w/2 certified Cisco staff.

We have added an Advanced Welding class with a Plasma Cutter.

Maintained staff – (crucial to success) - only one teacher moved (Oregon).

We have increased the selection in the library by spending close to 140K for additional books to include Accelerated Reader software, which is installed on a server for all students to access.

We have maintained an after-school tutoring program - Math/English/Science.

Professional development - I am sending (paying w/Title I funds) 4 teachers through a reading licensure program - we are a self-selected level 3 school with Re: learning New Mexico who provides, at no cost, training such as curriculum mapping and the BEST model.

Last year's Open House brought two dozen parents - this year's Open House brought almost 90.

This year, we started all English classes using 7 Habits for Highly Effective Teens.

I worked with the Laguna Dept. of Ed to fund a planner for all students. As a result, the Laguna Dept. of Ed supported 1600.00 out of 2000.00 total costs. As a result, planners have increased student responsibility.

We worked with the SDE and received approval for our high school to offer credit for the Acoma Keres class as of board approval on 12/17/01. We are the first high school in the state to provide a Native Oral Language class for credit.

We received Board approval under Title IX to begin a girls' softball team in the spring of 2002.

Staff nominated me for Middle and High School Principal of the Year (2001/2002).

E2020 to the educational program (a laptop program to help students catch up on credits).

We are working with Project ECELL (Equal Chance, Equal Learning Through Literacy) to address our literacy concerns (CESDP - Center for the Education and Study of Diverse Populations).

I am working on concurrent enrollment with the NMSU Grants Branch (Jan. 2002).

I serve on the Executive Board of the NM Assoc. for Secondary School Principals.

We are presently working on instituting boys'/girls' golf and wrestling for the 2002/2003 SY.

I serve as Secretary-Elect on the Executive Board for the New Mexico ASCD.

In February 2002, our Marine Corps JROTC unit scored 98.27% (Feb. 2001, the unit scored 92%).

I appear twice a month in both pueblos' tribal councils, dramatically enhancing communication and trust between all groups.

Presented to tribal council, staff, and students an acronym using the word pride – **P**eople **R**ejecting **I**ndifference – **D**emanding **E**xcellence. We will implement this vision in all areas. I keep providing the community with a vision of excellence – high standards - and invite all to "follow me."

## **SUMMER SCHOOL LEADERSHIP EXPERIENCE**

**Principal**, Cibola High School, Albuquerque, NM (05).

**Principal**, Garfield & Hayes Middle Schools, Albuquerque, NM (03).

**Principal**, Highland High School, Albuquerque, NM (99).

**Assistant Principal**, La Cueva High School (am), & Albuquerque High School (pm), Albuquerque, NM (98).

## **PROFESSIONAL INSTRUCTIONAL EXPERIENCE**

**Adjunct Professor**, Trinity College and Seminary, Albuquerque, NM.

**Teacher**, West Mesa High School, Albuquerque, NM.

**Teacher**, New Mexico Girls Ranch, Girls Ranch School, Lamy, NM.

**Teacher**, La Mesa Community School, Belen, NM.

**Teacher/Administrative Intern**, Broad Horizons Ed. Ctr., Portales, NM.

**Territory Manager**, Ecolab Inc., Albuquerque, NM.

**Owner/Operator**, Standard Institutional Foods, Roswell, NM.

## **MILITARY SERVICE**

The United States Marine Corps

Honorable Discharge

My experience includes administrative office manager and controller of the security vault.

## **PROFESSIONAL DEVELOPMENT**

UVA – Partnership for Leadership in Education (23).

Title IX Investigator, (21)

Administrative Need to Know – Sexual Harassment (21).

NMCEL, Summer Conf. – The next 50 years, Abq., NM (21).

Edgenuity Admin. Training (20).

ALICE Basic Certification (18).

Nonviolent Crisis Intervention (CPI) 15 - 22).

Behavioral Meltdown Training, (17).

WestEd, Backward Planning & VITAL Training (17 - 19).

NMCEL, Summer Conf. – Effective Change, Abq., NM (17).

Capturing Kids' Hearts – Leadership Blueprint (16).

Culturally and Linguistically Responsive Instruction (15/16).

National Incident Management System –  
100, 362, & 402 (Jun. 15).

REMS – 101 Emer. Ops. Planning &  
Threat Assessment. (Aug.15).

College Board, Southwest Regional Forum, TX (15 & 16).

PLC at Work Institute, Tulsa, OK (14).

NM Teach, Santa Fe, NM (14, 15, 16)

Principals Pursuing Excellence, NM – PED, (13).

Alaska Principals Association, Fall Conference (11)

McREL: A Forum of Superintendents, Denver, CO (08, 09).

CASE Summer Conference, Breckenridge, CO (08 & 09).

High Schools That Work Conference, New Orleans, LA (07).

Quantum Learning for Administrators, TN (07).

NASSP Convention – Reno, NV. (06).

NMSBA Law Conference (14 - 22).

NCATE Accreditation Reviewer Training, Virginia (05).

NMCSA – "Leadership for Learning" (05).

State Executive Director's Conference – Megatrends in  
Association Management, Quebec, Canada (05).

Special Education Law Conference (05).

NASSP Convention – San Francisco, CA. (05).

NMCSA – "No Administrator Left Behind" (04).

Re: Learning: Backwards Planning Workshop (94).

Re: Learning: Brain-Based Learning Workshop (94).

NASSP Convention – Orlando, FL. (04).

NMCSA – "Embracing the Leadership Challenge" (03).

NASSP Natl. Leadership Assembly–Wash. DC (03, 04, & 05).

NMASCDC Conf. – Teaching with the Brain in Mind, El Paso, TX (03).

NASSP Convention – San Diego, CA. (03)..

Data Not Guesswork (02).

NCA Peer Review Team Leader Training (02 & 03).

NMCSA – "Crossroads: Courage to Change" Conference (02).

Student-Led IEPs (02).

NASSP Convention – Atlanta, GA. (02).

North Central Association Evaluation Team Member (01-03).

Intel – Teach to the Future (01-02).

NMCSA – Quality: Quest for the Best, Summer Conference (01).

Re: Learning: Leadership Institute (01-02, 03-04, and 04-05).

Orientation to Performance Excellence - Baldrige (01).

Re: Learning: Curriculum Mapping (01).

Regional Education Technology Assistance- RETA (00/01).

Using the Walk Through to Increase Student Achievement (00).

Strategic Planning Training (00).

504 Compliance Training, (99).

What Matters Most - Time Management Workshop (99).

Myers-Briggs Temperament and Type Indicator Training (99).

Strengthening Achievement, Motivation, and responsibility of  
At-Risk Students (98).

7 Habits of Highly Effective People (98).

Working with At-Risk Youth: Improving Personal Effectiveness (98).

NMASCDC Spring Conference on Invitational Education (97).

Vocational, Technical, and Adult Education Conference (95).

New Century Integrated Instructional Software (95).

NMASCDC Fall Conference on Multiple Intelligences (94).

NMASCDC Fall Conference on Multiple Intelligences (94).

Basic & Advanced Support Group Facilitator Training (94).

Drug Reduction Demand Pilot Program/Student Awareness Training (94).

AASA Affiliate Leadership Conference, San Antonio, TX (04).

Small Business Development Center Entrepreneurship Conference (94).

Certified Environmental Sanitation Expert, Ecolab, Minneapolis, MN

## **PROFESSIONAL COMMITTEE MEMBERSHIPS**

NASSP Ambassador in the School Leader Professional Learning Group, 2023.

President, Border Conference Athletics, SE New Mexico, 21 – 22.

The New Mexico Public Education Division selected me to serve on a Guiding Coalition to craft professional development for Common Core State Standards (13).

Colorado Rural Caucus Steering Committee (08-11).

Educational Leadership Constituent Council – lead field peer reviewer for NCATE (05-10).

Past Member - Board of Directors – National Association of Secondary School Principals (05-06).

Past Executive Director - NM Association of Secondary School Principals (04-06).

Past President - NM Coalition of School Administrators (05 – 06).

Past President - NM Association of Secondary School Principals (05-07).

Past Secretary - NM Association for Supervision & Curriculum Development (04-06).

Senate Joint Memorial 9 Task Force (study delivery of health services using school nurses (04-06).

LESC School Principals' Work Group (study salary requirements at the administrative level – (04-05). The state of New Mexico adopted, after almost two years, a salary structure statewide from this workgroup.

## **PROFESSIONAL MEMBERSHIPS**

New Mexico Athletic Directors Association

New Mexico High School Coaches Association

National Interscholastic Athletic Administrators Association

Colorado Association of Superintendents and Senior Administrators.

American Association for School Administrators.

Association for Supervision & Curriculum Development.

National Association for Secondary School Principals.

## **RELATED PROFESSIONAL ACTIVITIES AND HONORS**

Elected to Town of Hayden's Home Rule Charter Commission (2008).

Greg was selected to serve on the Town of Hayden's Economic Development Commission (2008 - 2010).

NASSP No Child Left Behind National Task Force (04-06).

Considered for White House Appointment (2005).

Presenter at NASSP Convention regarding NCLB, San Francisco (2005), Reno (2006).

McDonald's/NASSP New Mexico Assistant Principal of the Year (2004).

The Editorial Board for NMACSD's *Tracks to the Future* (2003).

Middle & High School Principal of the Year Finalist (2002).

Doctoral Fellowship - Trinity Southwest University.

Woman's Missionary Union Scholarship.

Ecolab Territory Manager of the Year.

Eagle Scout, Assistant Scout Master, and District Commissioner.

## **PUBLISHED**

*Why our community colleges are primed to produce new teachers.* District Administration, Rockhold, and Andrews, Nov. 28, 2023.

<https://districtadministration.com/why-our-community-colleges-are-primed-to-produce-new-teachers/>

*The K-12 Teacher Shortage Tsunami – an Important Challenge for Community Colleges!*

The Trustee Quarterly, Rockhold and Andrews, Fall 2023 Edition.

[https://acct.org/sites/default/files/documents/2023-](https://acct.org/sites/default/files/documents/2023-10/ACCT_Trustee_Quarterly_Magazine_Fall_2023_K-12_Teacher_Shortage_Tsunami_Community_Colleges_Greg_Rockhold_and_Hans_Andrews.pdf)

[10/ACCT\\_Trustee\\_Quarterly\\_Magazine\\_Fall\\_2023\\_K-](https://acct.org/sites/default/files/documents/2023-10/ACCT_Trustee_Quarterly_Magazine_Fall_2023_K-12_Teacher_Shortage_Tsunami_Community_Colleges_Greg_Rockhold_and_Hans_Andrews.pdf)

[12\\_Teacher\\_Shortage\\_Tsunami\\_Community\\_Colleges\\_Greg\\_Rockhold\\_and\\_Hans\\_Andrews.pdf](https://acct.org/sites/default/files/documents/2023-10/ACCT_Trustee_Quarterly_Magazine_Fall_2023_K-12_Teacher_Shortage_Tsunami_Community_Colleges_Greg_Rockhold_and_Hans_Andrews.pdf)

*If I Were a School Superintendent Today: The Tsunami Plug Would Be Pulled!* K12 Digest, Andrews, and Rockhold. Sept. 7, 2023.

<https://www.k12digest.com/if-i-were-a-school-superintendent-today-the-tsunami-plug-would-be-pulled/>

*Teacher Shortages: It is time to provide solutions, not just some current facts!* National School Boards Association (website), Rockhold, Andrews, and Marzano, Sept. 8, 2023.  
<https://nsba.org/ASBJ/2023/october/online-only-teacher-shortage>

*Resolving Teacher Shortages: Time to Pull the Cord!* Higher Education Digest, Andrews and Rockhold, Aug. 30, 2023.  
<https://www.highereducationdigest.com/resolving-teacher-shortages-time-to-pull-the-cord/>

*Teacher Shortage Crisis: A Tsunami Has Landed!* Higher Education Digest, Andrews and Rockhold, Mar. 31, 2023.  
<https://www.highereducationdigest.com/teacher-shortage-crisis-a-tsunami-has-landed/>

*Addressing the growing crisis in K-12 teacher shortages.* Community College Daily, Andrews, Marzano, and Rockhold, Feb. 14, 2023.  
<https://www.ccdaily.com/2023/02/addressing-the-growing-crisis-in-k-12-teacher-shortages/>

*How community colleges can help solve today's teacher shortages.* District Administration, Hans Andrews, William Marzano, and Greg Rockhold, Aug. 22, 2022.  
<https://districtadministration.com/teacher-shortages-community-colleges-help-solve/>

*Adequate Funding Crucial to Realizing NCLB Goals,* Newsleader, Greg Rockhold, February 2006.

### **ACCEPTED FOR PUBLISHING**

*Ensuring the Future: A New Pipeline for Preparing Teachers Has to be a Top Priority!* Illinois School Board Journal, Andrews and Rockhold, January/February 2024 Edition.

*Teacher Shortages: A Major Solution Can Come Through the Community Colleges!* K-12 Digest, Andrews and Rockhold, Dec. 2023.